

Islamic Art of Living Platform – Label

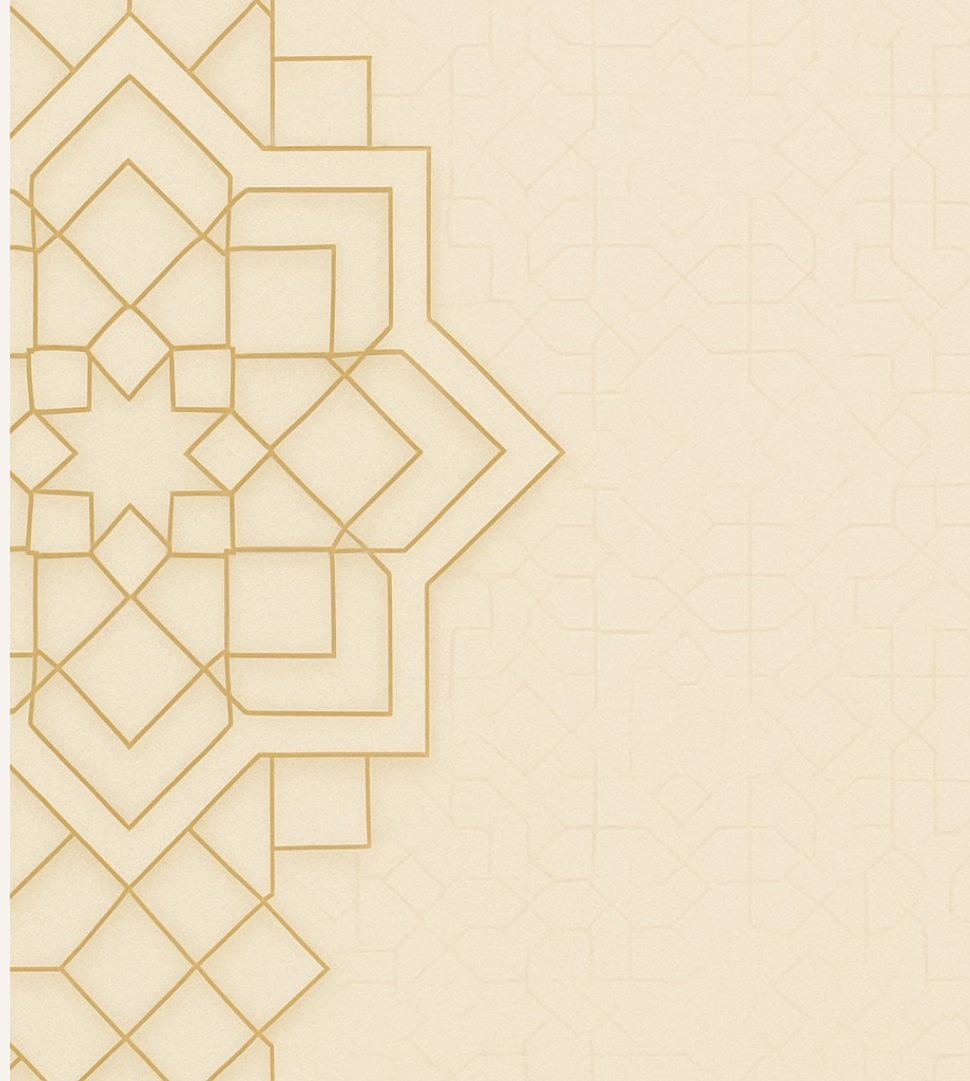
The Premium Global Hub for Halal E-Commerce

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Problem



Fragmented Market

Halal products across sectors lack a unified global hub, leading to scattered offerings and inconsistent experiences.



Low Consumer Trust

Consumers face uncertain certification and quality standards, undermining confidence in halal products.



Entrepreneurs Struggle

Small brands and artisans lack visibility and scale, limiting their ability to reach global audiences.

Solution



Certification Label

A trusted halal certification ensures authenticity and elevates global standards.



Curated Marketplace

A global marketplace connecting consumers to vetted brands across all halal sectors.

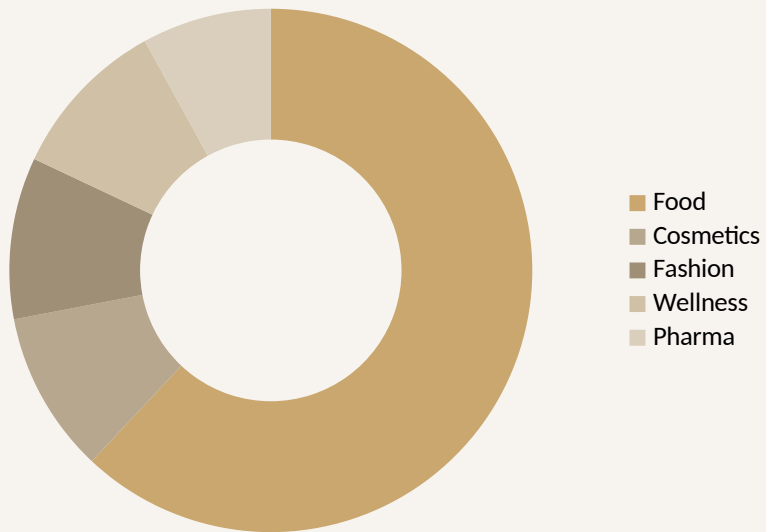


Premium Experience

An elevated user journey with luxury aesthetics, intuitive design and curated selections.

A unified platform combining certification, curation and luxury to elevate halal commerce.

Market



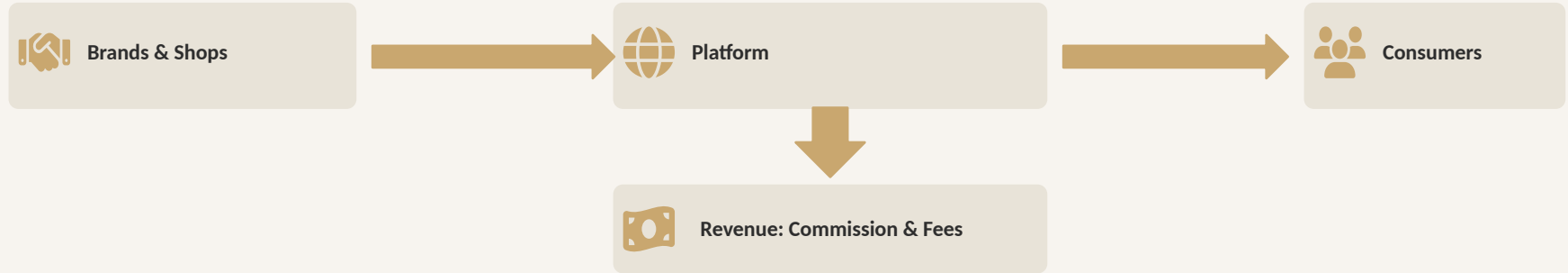
\$3 Trillion Global halal economy

Key sectors include food, cosmetics, fashion, wellness and pharma. Saudi Arabia is poised to be the leading hub under Vision 2030.

Sector breakdown:

- Food 62%
- Cosmetics 10%
- Fashion 10%
- Wellness 10%
- Pharma 8%

Business Model



- Commission on every sale
- Premium listing & subscription fees
- Certification & consultancy services

Traction



500+ page manuscript

Completed; provides cultural foundation.



Brand presence

Website live; early community engaged.



Roadmap

Strategic plan for tech build & launch.



Growing community

Building awareness & early adopters.

Strategy



- Premium design & user experience
- Alignment with Vision 2030 for cultural leadership
- Bridge East & West aesthetics and values
- Partnerships to amplify reach and trust

Financials

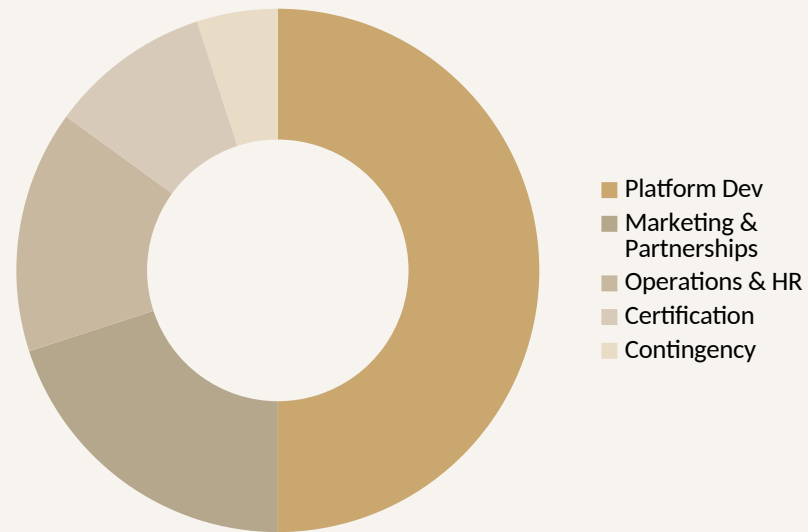
Capital seeking: €750K

Pre-money valuation: €4M

Dilution: ~15%

Allocation:

- Platform Dev 50%
- Marketing & Partnerships 20%
- Operations & HR 15%
- Certification 10%
- Contingency 5%



Team



Laïla Ben Achouba

Founder & CEO

- Founder of Outsiders Consulting & Outsiders l'Académie
- Expertise in HR, change management & leadership
- Adjunct Director experience in corporate environments
- 10+ years empowering entrepreneurs & challenging inequalities



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Vision & Exit



Vision

- Create the premium global hub for all halal products
- Position Saudi Arabia as leader of the halal economy
- Build a bridge between East & West, merging aesthetics and values for a global reference
- Empower entrepreneurs & consumers with Ihsan



Exit Strategy

- Primary: IPO in Saudi Arabia (Tadawul)
- Strategic acquisition by major halal/tech conglomerate
- Competitor buyout by global platform